



KSHB-TV

ORDER

Print Date 11/01/12 Page 1 of 4

Flight Dates **09/27/12-10/03/12**

Contract / Revision **312592 /**

Original Date / Revision
10/31/12 10/31/12

Advertiser **Women Vote**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

150-Issue

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1883-9.27-10.3 Women Vote**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 32% Market Value 128828

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	68%	87603
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	18	\$11,050.00	\$13,000.00	0.00	08/27/12	09/30/12	18	\$11,050.00	\$13,000.00
October 2012	40	\$23,991.25	\$28,225.00	0.00	10/01/12	10/03/12	40	\$23,991.25	\$28,225.00
Totals	58	\$35,041.25	\$41,225.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	09/27/12	10/03/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTW-F--	:30	3	\$250.00	P-1	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTW-F--		3			\$250.00		0.00			
2	KSHB	09/27/12	10/03/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$500.00	P-2	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTW-F--		2			\$500.00		0.00			
3	KSHB	09/27/12	10/03/12	Today Show Today Show	CM	7-9a	MTW-F--	:30	3	\$600.00	P-1	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **312592** Flight Dates **09/27/12-10/03/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Women Vote**

Product **150-Issue**

Estimate # **1883-9.27-10.3 Women Vote**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	KSHB	09/27/12	10/03/12	Today Show Today Show	CM	7-9a	MTW- F--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F--		3				\$600.00		0.00			
4	KSHB	09/27/12	10/03/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	-----S-		1				\$200.00		0.00			
E 5	KSHB	09/27/12	10/03/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$300.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	-----S-		1				\$300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	09/27/12-10/03/12	Sa 8-10a		8a-10a	-----Sa--	:30		(\$300.00)		0.00	NM		
	Credited														
6	KSHB	09/27/12	10/03/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	-----S		1				\$100.00		0.00			
7	KSHB	09/27/12	10/03/12	Today Show II Today Show II	CM	9-10a	MTW- F--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F--		2				\$350.00		0.00			
8	KSHB	09/27/12	10/03/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTW- F--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F--		2				\$250.00		0.00			
9	KSHB	09/27/12	10/03/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTW- F--	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F--		2				\$225.00		0.00			
10	KSHB	09/27/12	10/03/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTW- F--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F--		3				\$150.00		0.00			
11	KSHB	09/27/12	10/03/12	M-F 3-4p Jeff Probst show	CM	3-4p	MTWTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF--		6				\$250.00		0.00			
12	KSHB	09/27/12	10/03/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF--		3				\$400.00		0.00			
13	KSHB	09/27/12	10/03/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	3	\$425.00	P-2	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF--		3				\$425.00		0.00			
14	KSHB	09/27/12	10/03/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF--		3				\$600.00		0.00			



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Contract / Revision **312592** Flight Dates **09/27/12-10/03/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Women Vote**Product **150-Issue**Estimate # **1883-9.27-10.3 Women Vote**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KSHB	09/27/12	10/03/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	MTWTF--		3			\$1,000.00		0.00				
E 16	KSHB	09/27/12	10/03/12	NBC Action News at 5p Sa NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	-----S-		1			\$400.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	09/27/12-10/03/12	NBC Action News at 5p Sa		5-530p	-----Sa--	:30		(\$400.00)		0.00	NM		
	Credited														
E 17	KSHB	09/27/12	10/03/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	-----S-		1			\$450.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	09/27/12-10/03/12	NBC Action News at 6p Sa		6-630p	-----Sa--	:30		(\$450.00)		0.00	NM		
	Credited														
18	KSHB	09/27/12	10/03/12	NBC Action News at 5p Su NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	-----S		1			\$400.00		0.00				
19	KSHB	09/27/12	10/03/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	MTWTF--		4			\$750.00		0.00				
20	KSHB	09/27/12	10/03/12	Mon 7-9p Mon 7-9p	CM	7-9p	M-----	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	M-----		1			\$3,800.00		0.00				
21	KSHB	09/27/12	10/03/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	M-----		1			\$1,800.00		0.00				
22	KSHB	10/01/12	10/03/12	Tuesday Prime A Tuesday Prime A	CM	7-8p	-T-----	:30	1	\$3,800.00	P-1	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-T-----		1			\$3,800.00		0.00				
23	KSHB	10/01/12	10/03/12	Tuesday Prime B Tuesday Prime B	CM	8-9p	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-T-----		1			\$1,500.00		0.00				
E 24	KSHB	10/01/12	10/03/12	Wednesday Prime C Wednesday Prime C	CM	9-10p	--W----	:30	1	\$1,400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	--W----		1			\$1,400.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	10/01/12-10/07/12	Wednesday Prime C		9-10p	--W-----	:30		(\$1,400.00)		0.00	NM		
	Credited														
25	KSHB	09/27/12	09/30/12	Thursday Prime A Thursday Prime A	CM	7-8p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00



KSHB-TV

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Contract / Revision **312592** Flight Dates **09/27/12-10/03/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Women Vote**

Product **150-Issue**

Estimate # **1883-9.27-10.3 Women Vote**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
25	KSHB	09/27/12	09/30/12	Thursday Prime A Thursday Prime A	CM	7-8p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	---T---		1			\$1,800.00		0.00				
26	KSHB	09/27/12	09/30/12	Thursday Prime C Thursday Prime C	CM	9-10p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	---T---		1			\$1,500.00		0.00				
27	KSHB	09/27/12	09/30/12	Friday Prime C Friday Prime C	CM	9-10p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	----F--		1			\$1,500.00		0.00				
28	KSHB	09/27/12	10/03/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	MTWTF--		2			\$1,300.00		0.00				
29	KSHB	09/27/12	10/03/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	-----S-		1			\$1,000.00		0.00				
30	KSHB	09/27/12	10/03/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	-----S		1			\$1,300.00		0.00				
31	KSHB	09/27/12	10/03/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	MTWTF--		4			\$400.00		0.00				
32	KSHB	09/27/12	10/03/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/27/12	10/03/12	-----S		1			\$900.00		0.00				
Totals														58	\$41,225.00